- Chet Simmons leaves ESPN for the gridiron
- Viacom strengthens holdings with Milwaukee win
- Arizona slaps antitrust suit on industry leaders
- Rep. Swift introduces AT&T restriction effort

CableVision

The news and features weekly of the cable television industry June 28, 1982 $3.00

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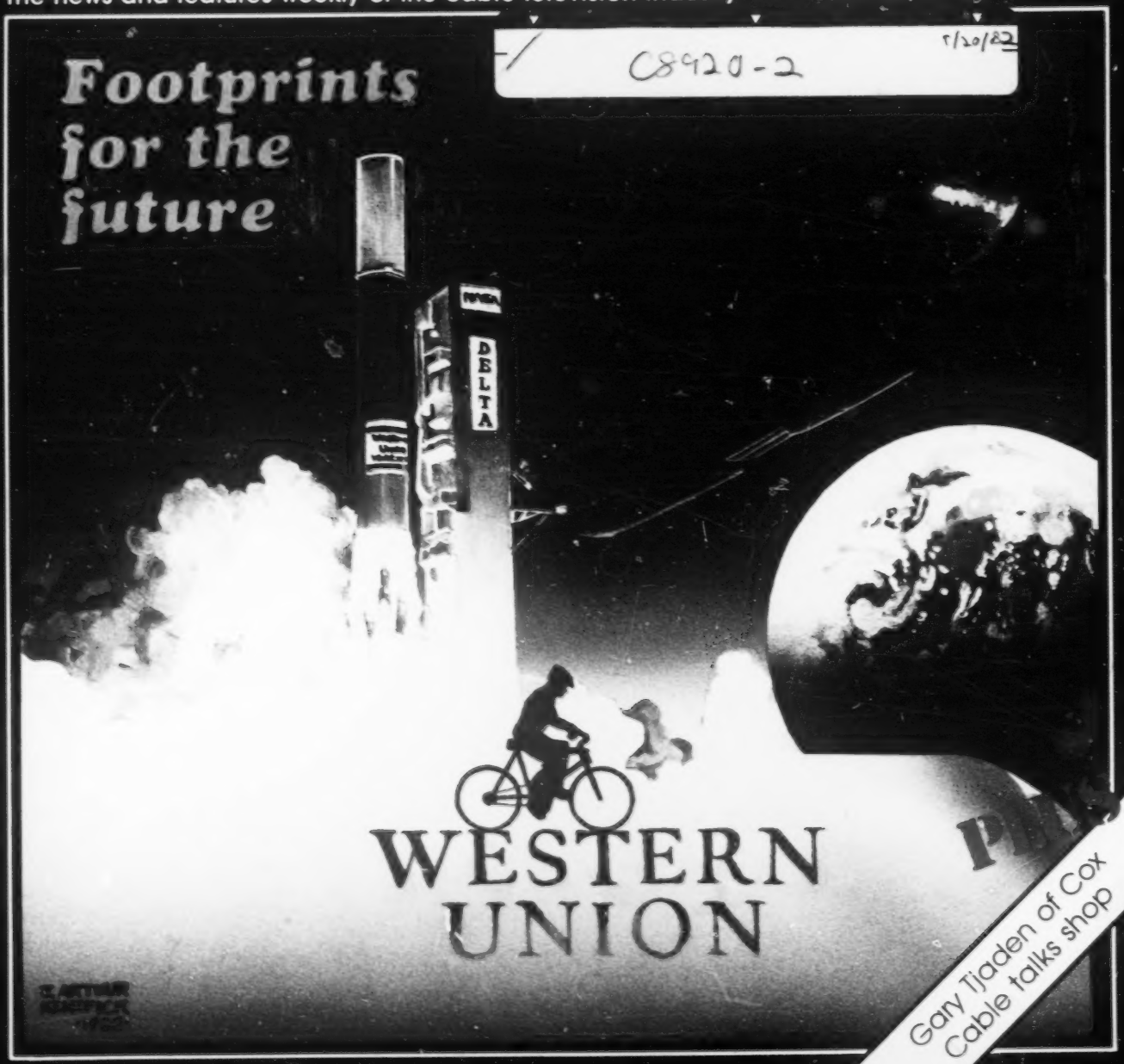

Gary Tjaden of Cox Cable talks shop

CableVision June 28, 1982. Volume 7, Number 42

Between the lines/5
Letters/9
CableScope/11
Newswire/12
Leading the week/16
Programming/26
Advertising/36
CableVision Plus/37
Business/61
Franchising/71
Government & law/75
Technology/81
People/83
Events/84
Classifieds/85
Advertisers' index/89
From Washington/90
Cable stats/93
Parting words/96

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Rep. Al Swift

Swift response

Rep. Al Swift (D-Wash.) has drafted an amendment to H.R. 5158 that will restrict AT&T's entry into the cable television field. It will be introduced as the House Energy and Commerce Committee reviews the bill. **Leading the week, pages 16-20.**

Programming conspiracy?

Arizona's attorney general has filed suit accusing HBO, Showtime, USA, ESPN, WASEC, ACT, Cox and Storer of conspiring to deny SMATV operators use of programming. **Leading the week, pages 16-20.**

Viacom wins Milwaukee

Viacom has won the nod to negotiate for the franchise in Milwaukee. The victory further stengthens the company's holdings in Wisconsin. **Leading the week, pages 16-20.**

Simmons USFL bound

ESPN is losing Chet Simmons to the United States Football League as commissioner of the new venture. However, Simmons' last hurrah was to grab cable coverage rights from the new sports association. **Leading the week, pages 16-20.**

Daytime expansion

James Perkins has outlined expansion plans for the basic cable service he heads, but also predicted the industry is heading for tough times. **Page 26.**

Bottom line worries

The overriding theme at last week's "The Lawyer and the New Video Marketplace" gathering was "forget technology and worry more about the bottom line." **Page 26.**

Fast-food famine

There's a hunger in cable networkland for a piece of the action from the lucrative advertising contracts of fast-food restaurants. **Page 36.**

Baby Bell born

AT&T formally has christened its new subsidiary "American Bell." Publically it is being called "Baby Bell" and represents the firm's move into the unregulated realm of business. **Page 61.**

Minneapolis solution

The Minnesota Cable Communications Board, ignoring the position of its staff, last week approved a franchise for a Storer subsidiary in this city. **Page 71.**

VCRs—debatable issue

Charles Ferris and Jack Valenti used a public forum to express their views about the videotaping issue. **Page 75.**

A new monopoly?

William Baxter, a federal attorney, warned members of the cable industry that they may be heading toward a fate similar to that of AT&T. **Page 79.**

About the cover

J. Arthur Kenefick, Titsch Communications Inc. illustrator, provided the interpretation of Western Union's growth in the communications field.

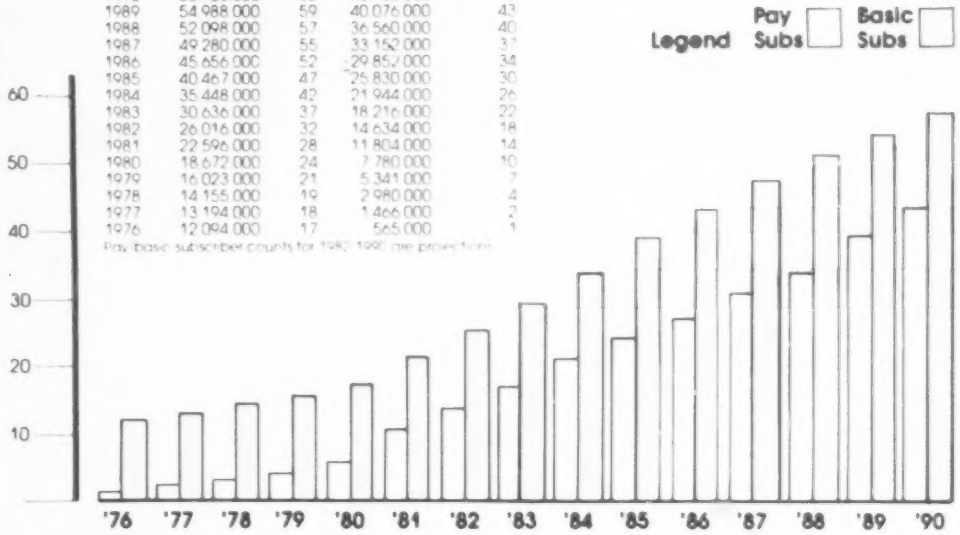
This week in *CableVision Plus*

A cable engineer with a computer industry background, Cox Cable's Gary Tjaden is uniquely suited to take on the challenge of making interactive television a reality. He talks about the status of INDAX and the new breed of cable engineers. The recent launch of Western Union's fifth communications satellite June 8 prompted senior editor Jeri Baker to take a look at how a 131-year-old company goes about updating its attitude. Back on earth, we checked in with the experts to find out what cable companies need to do in order to prevail when franchise renewal time rolls around. **Pages 37-60.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay, basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

Top 30 MSO overview

Rank	Multiple System Operator	Basic Subs	Homes Passed	% Basic/ Homes Passed	% Basic/ Total Basic[1]	% Homes/ Total Homes[2]
1.	Tele-Communications Inc.	1,900,000	—	—	7.8	—
2.	American Television and Comm.	1,900,000	3,638,300	52.2	7.8	8.2
3.	Group W Cable	1,710,425	—	—	7.1	—
4.	Cox Cable Communications	1,131,981	1,919,245	58.9	4.7	4.3
5.	Storer Cable Communications	972,224	1,800,000	54.0	4.0	4.1
6.	Warner Amex Cable Communications	907,266	1,686,297	53.8	3.7	3.8
7.	Times Mirror	691,225	1,178,731	58.6	2.85	2.7
8.	Newhouse Broadcasting	618,723	1,003,000	61.7	2.58	2.3
9.	Regers-UA Cablesystems	589,385	1,118,108	52.7	2.4	2.5
10.	Viacom Cablevision	543,098	1,088,035	49.9	2.2	2.5
11.	Continental Cablevision	505,000	1,000,000	50.5	2.08	2.25
12.	United Cable Television	475,268	873,743	54.4	2.0	2.0
13.	Sammons Communications	456,593	657,864	69.4	1.9	1.5
14.	TeleCable Corp.	309,900	516,000	60.1	1.3	1.2
15.	Capital Cities Cable	303,062	443,310	68.4	1.3	1.0
16.	General Electric Cablevision	298,000	493,000	60.4	1.2	1.1
17.	Heritage Communications	248,231	505,052	49.2	1.0	1.1
18.	Comcast Corp.	239,284	464,572	51.5	0.99	1.0
19.	Daniels & Associates Inc.	229,415	451,600	50.8	0.95	1.0
20.	Liberty Communications	226,000	450,000	50.2	0.93	1.0
21.	Cablevision Systems Development	225,107	552,660	51.1	0.93	1.25
22.	Wometco Communications	205,544	374,822	54.8	0.85	0.85
23.	Tele-Media Corp.	200,800	—	—	0.83	—
24.	Service Electric Cable TV	189,500	—	—	0.78	—
25.	TCA Group	181,718	275,000	66.1	0.75	0.62
26.	Maclean Hunter	170,642	372,152	45.9	0.70	0.84
27.	Century Communications	169,500	285,000	59.5	0.70	0.64
28.	Multimedia Cablevision	160,734	321,292	50.0	0.66	0.73
29.	Colony Communications	148,909	268,963	55.4	0.61	0.61
30.	Western Communications	148,500	—	—	0.61	—

[1]Total Basic—24,242,000. [2]Total Homes—44,252,000.

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs
1	Tele-Communications Inc	1,900,000
2	American Television and Communications	1,900,000
3	Group W Cable	1,710,425
4	Cox Cable Communications	1,131,981
5	Storer Cable Communications	972,224(5/1)
6	Warner Amex Cable Communications	907,266
7	Times Mirror	691,225
8	Newhouse Broadcasting	618,723
9	Rogers-UA Cablesystems	589,385
10	Viacom Cablevision	543,098
11	Continental Cablevision	505,000(5/31)
12	United Cable Television Corp	475,268
13	Sammons Communications	456,593
14	TeleCable Corp	309,900
15	Capital Cities Cable	303,062(6/4)
16	General Electric Cablevision	298,000(5/31)
17	Heritage Communications	248,231
18	Comcast Corp	239,284
19	Daniels & Associates	229,415(5/31)
20	Liberty Communications	226,000
21	Cablevision Systems Development	225,107
22	Wometco Communications	205,544(5/12)
23	Tele-Media Corp	200,800
24	Service Electric Cable TV	189,500
25	TCA Group	181,718
26	Maclean Hunter	170,642
27	Century Communications	169,500
28	Multimedia Cablevision	160,734
29	Colony Communications	148,909(5/31)
30	Western Communications	148,500(6/1)
31	Jones Intercable Inc	141,440
32	Prime Cable	128,403
33	Centel Cable Television	124,593(5/21)
34	Harris Cable Corp	116,500
35	Midwest Video	114,615
36	Communications Service Inc	110,000
37	Rollins Cable Vue	109,700(5/31)
38	Tribune Company Cable	108,375
39	McCaw Communications	101,855
40	Cable Vision Industries	93,102(5/31)
41	Harron Communications	89,093
42	Buckeye Cablevision	88,454
43	Sutton Capital Group[2]	87,500(2/28)
44	Armstrong Utilities[3]	85,948
45	Communications Systems Inc	83,628
46	Cablentertainment	78,501
47	Omni Cable TV	78,099
48	Adams-Russell	77,000(5/31)
49	Multi-Channel TV Cable Co	75,332
50	Palmer Communications	75,229
51	McDonald Group	76,928
52	King Videocable Co	72,759(5/31)
53	Alda Group	70,799(5/21)
54	Perry Cable TV Corp	67,567
55	Buford Television	64,394(12/81)
56	Summit Communications	64,019(5/31)
57	Omega Communications	60,000
58	WEHCO Video	59,794
59	Televents	58,060
60	Booth Communications	55,614
61	Coaxial Communications	55,288
62	American Cablesystems Corp	55,000
63	Cable America	55,000
64	National Telecommunications Co	54,950
65	Pencor Services Inc	54,046(2/28)
66	Gulf Coast Cable Television Ltd	53,436
67	The Essex Group	53,156
68	US Cable Corp	51,418
69	Consolidated Cable Systems	50,600(1/82)
70	Ultracom Inc	48,139(1/82)
71	Acton Corp	47,682
72	Total TV Inc	44,527
73	Cable TV of Puget Sound	44,042(4/3)
74	Sonic Cable TV	43,642(7/81)
75	Adelphia	43,551
76	Clear TV Cable Corp	43,400
77	Falcon Communications	43,000
78	Greater Media	40,775
79	Lenfest Group	40,250
80	Susquehanna Broadcasting	40,182
81	The Daily Press	40,000
82	NorCal Cablevision (McClatchy-Viacom)	39,932
83	National CableSystems Inc[4]	34,382(4/1)
84	Joseph S. Gans	33,300
85	Oak Communications	33,250
86	Columbia Communications	31,645(4/1)
87	Selkirk Communications	30,789(4/1)
88	Commonwealth Cable of Massachusetts	28,313(3/20)
89	Hellicon Corp	28,000
90	Lawrence Flinn Jr	26,952
91	American Cable Television Inc. (Phoenix, Ariz.)	26,585
92	Midcontinent Cable Systems	26,000
93	Gerity Cablevision	25,730
94	Martix Enterprises	25,251
95	Mid America Media	24,700
96	Cable Holdings Inc	24,482(1/82)
97	Potomac Valley TV Co	24,247
98	Mickelson Media	23,307
99	Teltron Inc	23,147(4/1)
100	FNI Communications	23,307

[1] Includes MetroVision, NewChannels, Vision Cable
[2] Includes 40% ownership in Nor-Cal Cable
[3] Includes acquisition of Southern Oregon Cable which was final as of 4/30
[4] Includes systems owned and with controlling interest
[5] Includes Armstrong Comm. Corp., Nat'l. Cable TV Corp., N. Lauderdale Cable
[6] Includes systems owned and/or managed

Top 100 systems

Rank	Location	Operator	Basic Subs
1	San Diego, Calif.	Cox Cable	213,760
2	Manhattan, N.Y.	ATC	156,250
3	Oyster Bay (Long Island), N.Y.	Cablevision Systems	149,552
4	West Orange, N.J.	MacLean Hunter	135,383
5	Los Angeles, Calif.	Group W Cable	104,750
6	Wayne, N.J.	Rogers-UA Cable	104,286
7	San Antonio, Texas	Rogers-UA Cable	102,856
8	Tulsa, Okla.	United Cable	99,220
9	Erie County, N.Y.	Prime Cable	92,965
10	San Jose, Calif.	Gill Industries	90,283
11	Audubon, N.J.	NYT Cable	89,600
12	Tidewater, Va.	Cox Cable	85,297
13	Austin, Texas	ATC	83,500
14	Central Islip, N.Y.	Viacom	81,277
15	Orlando, Fla.	ATC	79,100
16	Jefferson Parish/Kenner, La.	Cox Cable	73,780
17	Grand Rapids, Mich.	General Electric	71,100(5/31)
18	Toledo, Ohio	Buckeye Cablevision	70,447
19	Manhattan, N.Y.	Group W Cable	70,210
20	Hartford/Meriden, Conn.	Times Mirror	69,761
21	Seattle, Wash.	Group W Cable	68,665
22	Wilmington, Del.	Rollins Cable	68,000
23	Honolulu, Hawaii	ATC	67,550
24	San Diego, Calif.	ATC	63,100
25	San Francisco, Calif.	Viacom	62,137
26	Baton Rouge, La.	Daniels	60,983(5/21)
27	Flint, Mich.	Comcast	59,381(6/2)
28	Memphis, Tenn.	ATC	58,250
29	Wichita, Kan.	Multimedia Cable	57,446
30	Monterey, Calif.	Western	57,300
31	Buffalo, N.Y.	Minneapolis Star	57,239
32	Jacksonville, Fla.	ATC	57,200
33	Santa Barbara, Calif.	Cox Cable	56,980
34	Columbus, Ohio	Warner Amex	56,000
35	Henrico County/Richmond, Va.	Continental	56,000(5/15)
36	Allentown, Pa.	Twin County	55,000
37	Melbourne, Fla.	ATC	54,750
38	Baltimore County, Md.	Calfed Cable	53,687
39	Greater San Juan, Puerto Rico	Harris Cable	53,333
40	Suburban Rochester, N.Y.	People's Cable	53,115
41	Harrisburg, Pa.	Sammons	52,066
42	Snohomish County, Wash.	Viacom	51,444
43	Binghamton, N.Y.	NewChannels	51,137
44	Louisville, Ky.	Times Mirror	50,138
45	Seattle, Wash.	Viacom	49,647
46	El Paso, Texas	Group W Cable	49,370
47	Boston Complex, Mass.	Warner Amex	49,200
48	Columbus, Ohio	Coaxial Comm.	48,288
49	Canton, Ohio	Warner Amex	47,200
50	Reading, Pa.	ATC	46,550
51	Sarasota, Fla.	Storer Cable	46,279
52	Peoria, Ill.	General Electric	46,000(5/21)
53	Des Moines, Iowa	Heritage	45,871
54	San Rafael/Marin, Calif.	Viacom	45,854
55	Shreveport, La.	ATC	45,550
56	San Diego County, Calif.	Times Mirror	45,409
57	Pompano Beach, Fla.	American Cable TV	45,340
58	Akron, Ohio	Warner Amex	44,400
59	West Haven, Conn.	Storer	44,211
60	South Bend, Ind.	Buford	43,800(5/21)
61	Eugene, Ore.	Group W Cable	43,750
62	NW Houston, Texas	Warner Amex	43,700
63	Spokane, Wash.	Cox Cable	43,330
64	Charlotte, N.C.	ATC	43,250
65	Albany, N.Y.	ATC	43,050
66	New Britain, Conn.	United	41,986
67	Birmingham, Ala.	ATC	41,100
68	Moline/Quint Cities, Ill.	Cox Cable	40,996
69	Bridgeport, Conn.	Alda Group	40,534(5/21)
70	Scranton, Pa.	Vertc Cable TV	40,532
71	Concord, Calif.	Western	40,500
72	Dade/Broward Counties, Fla.	Storer	40,107
73	Lincoln, Neb.	MetroVision	40,000
74	Bakersfield/Kern Co., Calif.	Warner Amex	40,000
75	Branford, Conn.	Rollins Cable	39,900(5/3)
76	Charleston, S.C.	Storer	39,753
77	Brookhaven, N.Y.	Rogers-UA Cable	39,651
78	Port Arthur, Texas	Liberty	39,314
79	Jackson, Miss.	ATC	39,200
80	Lansing, Mich.	Continental	39,000
81	Rockford/Loves Park, Ill.	General Media	39,000
82	Overland Park, Kan.	TeleCable Corp.	38,600
83	Naples/Marco, Fla.	Palmer Commun.	38,189
84	Cleveland, Ohio	Viacom	37,903
85	Winston-Salem, N.C.	Summit Commun.	37,819
86	Springfield, Ill.	Times Mirror	37,303
87	Deerfield, N.Y.	Harron Commun.	37,047
88	Palm Desert, Calif.	Palmer Commun.	37,040
89	Fayetteville, N.C.	ATC	37,000
90	West Palm Beach, Fla.	Group W Cable	36,975
91	Stuart, Fla.	Perry	36,758
92	St. Petersburg, Fla.	Group W Cable	36,325
93	Beacon, N.Y.	Colony Commun.	36,112(5/31)
94	Honolulu, Hawaii	TV Systems Inc.	36,000
95	Cleveland, Ohio	Cox Cable	35,756
96	Dover, N.J.	Sammons	35,334
97	Madison, Wis.	Complete Channel TV	34,500
98	Waterbury, Conn.	Sammons	34,266
99	Pensacola, Fla.	Cox Cable	34,265
100	Cincinnati Suburbs, Ohio	Warner Amex	34,200

Note: Subscriber counts for MSOs and systems are as of 4/28 unless noted otherwise.